

Marketing: Week 2

How to position your brand using the Marketing mix.

Focus:

In this video we focus on the relationship between the marketing mix and your brand's position in the market.

Brand positioning: Positioning refers to the place that a brand occupies in the minds of the customers and how it is distinguished from the products/services of competitors.

Marketing Mix (7 P's): Set of marketing tools that businesses use to pursue their marketing objectives.

Common problems/mistakes:

- Start-ups overlook the importance of the marketing mix and the value it can create for their business;
- Business owners are not clear/consistent enough when using the marketing mix.

Why is it important:

- Sets us apart from the competition;
- Sends a clear message about who, how and what we do;
- Helps us to communicate value.

How to do it well?

I am now going to switch over to my screen to talk you through each of the marketing mix tools and how they can help you to better define your position in the market.

Template/checklist:

Marketing Mix template.

Tips for success:

- Know your market and do your research;
- Ensure all elements of the marketing mix align before you define your position in the market;
- Use it to your advantage! So many business owners sell themselves short because they do not use the information properly.

Task:

Write out your 7 P's using the template provided to define your position in the market.